

Creating Influence: How To Get What You Want



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Creating Influence: How To Get What You Want

AGENDA

1. Introductions
2. What's your scenario?
3. Characteristics of Influential People
4. Insert Your "IVS" - The Individual Value Statement
5. Networking
6. Action Plan for Creating Influence
7. Evaluation

LEARNING OBJECTIVES

At the conclusion of this course, you will be able to:

1. Predict and prepare for organizational challenges and opportunities.
2. Develop an Individual Value Statement.
3. Gain techniques for developing constructive professional networks.
4. Begin to plan your strategy for creating influence.

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Does this sound familiar?

"I get great support for the library from the clinical staff, but hospital administration keeps cutting my budget."

"There is somebody running network services, a different person running the electronic medical record, and then, me, running the medical library... and none of us communicate with each other."

"I've had 5 bosses in the last three years. How can I spend more time getting what I need to run the library and less time justifying the library's existence?"

What's your scenario?

Characteristics of Influential People

Picture two people who always get what they want.

One of these people can be a library colleague; the other should be someone outside of the library world. You don't have to know each of them personally. Write their names here:

Now write down some of the words you would use to describe these people:

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What is a Center of Influence?

The Top 10 Characteristics of a Center of Influence (COI):

1. COIs do more than just hand out information.
2. They have mastered the art of conveying themselves in a winning way.
3. They understand the importance of visibility.
4. They demonstrate credibility.
5. They develop their reputation.
6. They associate with other COIs.
7. They "walk the talk."
8. They send a consistent message.
9. They are confident in what they are doing.
10. They are generous.

How many of these characteristics do you practice?

Rate yourself (Be honest!): ____ **out of 10**

We bet you're better at this than you think.

Think of a time when you solved a problem or achieved something of which you are particularly proud. Describe it below.

In order to reach this achievement, did you use or show any of the characteristics above – either from the list you created or from the list of COIs?

- ✓ **Put a check mark next to them.**
- ✓ **Now put a Delta (Δ), the symbol for change, next to the characteristics you want to improve.**

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Insert Your “IVS” - The Individual Value Statement

Let's focus on the most important facet of presenting yourself whenever you are asked the question:

"So, what do YOU do?"

What you share with people who ask that question (or something like it) is:

Your Individual Value Statement or 30-second Commercial

What the heck is an “IVS”?

- Personal marketing message whenever meeting new people
- Your 30-second commercial and personal information exchange
- Simplifying your unique abilities in a powerful statement
- Your chance to make an impression and create influence
- A message that generates curiosity – your audience wants to know more

The IVS is a MUST HAVE for meeting new people in your organization, networking, presentations, and impromptu meetings.

The format for your IVS is simple. It's made up of 4 components:

1. **I am** – your name
2. **I do** – title, name of organization, specific skill (not job description)
3. **I help** – what you help people or organizations do; simple statements
4. **I need** – what you are looking for -- new business, specific opportunity in your organization

KEY POINT: Keep it simple enough that ANYONE could repeat it back to you. This is how they will refer others to you.

I am:

I do:

I help:

I need:

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Here's an example.

Networking Contact (portrayed by CoachFrank)	Lisa, the librarian
Shaking Hands and quick intro; (The I AM... part)	"Hi, I'm Lisa Traditi."
"So what do you do?" (the I DO... part)	"I'm head of the education for Denison Library."
"Tell me more about that." (the I HELP... part)	"I teach healthcare students and professionals to find the information they need to succeed in school or to make better patient care decisions."
"You know, I could use one of your classes. It takes me forever to find the right information on PubMed." (the I NEED... part)	"I'm always looking for opportunities to teach! I'd love to set up a class for your practice, or, if you prefer, we could arrange a one-on-one consultation just for you. When would be a good time?"

Opportunities to Create Influence

Most, if not all, business is done through relationships. The secret weapon of most influential people is developing and maintaining solid relationships.

A major part of creating influence is having a strong network.

The premise of building your network and getting real good at it is based on the simple fact that networking and developing relationships is about the other person, not you. This might lead you to say to yourself, "If it's not about me, then why am I doing this?"

Again, another simple premise - people will help you if you help them.

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What is a network?

Simply put, it's the relationships and contacts you've developed. A network can:

- Increase your opportunities by marketing your library and your unique abilities
- Locate the right people to support you
- Become a Center of Influence (COI) - "The Go-To Person"
- Enhance and expand your knowledge
- Expand your sphere of influence
- Serve your community

Who is in your network?

Who is missing from your network?

Following Up - Keeping the Relationship Alive

99% of the people you meet will never follow up with you.

Here are the reasons why:

- They feel like it might be too pushy
- They assume that you really don't want to hear from them again
- They think it's an intrusion
- They're afraid of rejection
- They don't know what to say
- They blow it off

Following up is not an **option**, it's a **requirement**.

Consistent follow up strengthens the bond between you and the influential people in your life.

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Follow Up Strategies

Offer to be a resource.

Do that thing you do – offer to provide information, training, or help with a research project.

Send them an article pertaining to their industry or business.

If you come across a good article or website through your online research, send them the link or the entire article with your own comments.

Offer to buy them a cup of coffee at a local shop.

You'd like to hear more about their business or situation.

Make a connection between them and someone in your network.

Remember building yourself up as a center of influence? This is terrific tactic for doing that.

Send an invitation.

Invite your contacts to events and workshops. You might come across a high-impact workshop in which they would be interested.

Provide them a hot tip on a new product or service.

You may come across a product or service that you just can't live without. Share that with your contacts - they just might feel the same way.

Send them a book or tape - or at least a recommendation.

Sending a real live book or tape will certainly get you remembered. This tactic might get a little pricey, so at the very least, make a recommendation on the book or tape. Include your comments and maybe a "cliff note" or two.

Just a simple thank you note.

Never underestimate the value of a thank you note. Just the fact that you remember the conversation will go a long way.

Here's the Bottom Line –

**You can't create influence,
if nobody knows who you are or what you do!**

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Action Plan for Creating Influence

Identify administrators, decision-makers, events, groups, speaking opportunities, etc. where you're going to put your skills to work and get connected.

Who will you influence?

What do you want?

Your IVS – Individual Value Statement

What Does Success Look Like?

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Reference Material for Creating Influence

“Love is the Killer App” by Tim Sanders. New York: Crown Business. 2002

- How to win business and influence friends

“Power Networking – 59 Secrets for Personal and Professional Success” by Donna Fishers & Sandy Vilas Bard Press, 2000

- Practical guide for learning how to network

“Get Anyone to Do Anything: Never Feel Powerless Again--With Psychological Secrets to Control and Influence Every Situation” by David J. Lieberman. Griffin Trade Paperback, 2001

- Shows you step-by-step how to gain the advantage in every situation.

“101 Ways to Promote Yourself” by Raleigh Pinskey. New York: Avon. 1997

- Tips for maximizing your visibility

“Brand Yourself - How to Create an Identity for a Brilliant Career” by David Andrusia and Rick Haskins. New York: Ballentine Books. 2000

- A how-to guide on making a name for yourself.

“Selling the Invisible” by Harry Beckwith. New York: Time Warner. 1997

- How to sell intangibles.

“The Tipping Point: How Little Things Can Make a Big Difference” by Malcolm Gladwell. Boston: Little, Brown, Co. 2000

- A unique perspective on how change happens.

“The World’s Best Marketing Secret” by Ivan R. Misner. Austin, TX: Bard & Stephen. 1999

- Building your business with word-of-mouth marketing.